

YOUR RETURN MAILING ADDRESS

NAME: HUGO MORENO


ADDRESS: 4632 SANTA MONICA BLVD #2001

CITY: LOS ANGELES

STATE: CA ZIP CODE: 90029

DBA # 21-2084855

2014100452



FILED Apr 14 2014 EXPIRES Apr 14 2019  
Dean C. Logan, Registrar-Recorder/County Clerk

Electronically signed by FELICIA HARRIS

# FICTITIOUS BUSINESS NAME STATEMENT

TYPE OF FILING AND FILING FEE (Check one)

- Original - \$26.00 (FOR ORIGINAL FILING WITH ONE BUSINESS NAME ON STATEMENT)
- Amended (New) Filing - \$25.00 (CHANGES IN FACTS FROM ORIGINAL FILING - REQUIRES PUBLICATION)
- Refile - \$26.00 (NO CHANGES IN THE FACTS FROM ORIGINAL FILING)

\$5.00 - FOR EACH ADDITIONAL BUSINESS NAME FILED ON SAME STATEMENT, DOING BUSINESS AT THE SAME LOCATION \$5.00 - FOR EACH ADDITIONAL OWNER IN EXCESS OF ONE OWNER

The following person(s) is (are) doing business as:

1. VENICEKUSH COLLECTIVE	2.
4632 SANTA MONICA BLVD #2001	Print Fictitious Business Name(s)
LOS ANGELES	Street address of principal place of business
CA 90029	City State Zip
LOS ANGELES	Mailing address if different
City	City State Zip

Articles of Incorporation or Organization Number (if applicable): AI#ON

### \*\*\*REGISTERED OWNER(S):

1. HUGO MORENO	2.
Full Name/Corp/LLC (P.O. Box not accepted)	Full Name/Corp/LLC (P.O. Box not accepted)
4632 SANTA MONICA BLVD #2001	
Residence Address	Residence Address
LOS ANGELES	
CA 90029	
City State Zip	City State Zip
If Corporation or LLC - Print State of Incorporation/Organization	If Corporation or LLC - Print State of Incorporation/Organization
Full Name/Corp/LLC (P.O. Box not accepted)	4. Full Name/Corp/LLC (P.O. Box not accepted)
Residence Address	Residence Address
City State Zip	City State Zip
If Corporation or LLC - Print State of Incorporation/Organization	If Corporation or LLC - Print State of Incorporation/Organization

IF MORE THAN FOUR REGISTRANTS, ATTACH ADDITIONAL SHEET SHOWING OWNER INFORMATION

### \*\*\*\*THIS BUSINESS IS CONDUCTED BY: (Check one)

- an Individual
- a General Partnership
- a Limited Partnership
- a Limited Liability Company
- an Unincorporated Association other than a Partnership
- a Corporation
- a Trust
- Copartners
- a Married Couple
- Joint Venture
- State or Local Registered Domestic Partners
- a Limited Liability Partners

\*\*\*\*\*The date registrant started to transact business under the fictitious business name or names listed above: N/A (Insert N/A above if you haven't started to transact business)

I declare that all information in this statement is true and correct. (A registrant who declares as true any material matter pursuant to Section 17913 of the Business and Professions Code that the registrant knows to be false is guilty of a misdemeanor punishable by a fine not to exceed one thousand dollars (\$1,000).)

REGISTRANT(S)/CORP/LLC NAME (PRINT) HUGO MORENO TITLE OWNER

REGISTRANT SIGNATURE *Hugo Moreno* IF CORP OR LLC, PRINT NAME

If corporation, also print corporate title of officer. If LLC, also print title of officer or manager.

This statement was filed with the County Clerk of LOS ANGELES on the date indicated by the filed stamp in the upper right corner.

NOTICE - IN ACCORDANCE WITH SUBDIVISION (a) OF SECTION 17920, A FICTITIOUS NAME STATEMENT GENERALLY EXPIRES AT THE END OF FIVE YEARS FROM DATE ON WHICH IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK, EXCEPT, AS PROVIDED IN SUBDIVISION (b) OF SECTION 17920, WHERE IT EXPIRES 40 DAYS AFTER ANY CHANGE IN THE FACTS SET FORTH IN THE STATEMENT PURSUANT TO SECTION 17913 OTHER THAN A CHANGE IN THE RESIDENCE ADDRESS OF A REGISTERED OWNER. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THE EXPIRATION. EFFECTIVE JANUARY 1, 2014, THE FICTITIOUS BUSINESS NAME STATEMENT MUST BE ACCOMPANIED BY THE AFFIDAVIT OF IDENTITY FORM.

THE FILING OF THIS STATEMENT DOES NOT OF ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE, OR COMMON LAW (SEE SECTION 14411 ET SEQ., BUSINESS AND PROFESSIONS CODE).

I HEREBY CERTIFY THAT THIS COPY IS A CORRECT COPY OF THE ORIGINAL STATEMENT ON FILE IN MY OFFICE.

DEAN C. LOGAN, LOS ANGELES COUNTY CLERK

BY: FELICIA HARRIS, Deputy



CALIFORNIA STATE BOARD OF EQUALIZATION

**SELLER'S PERMIT**



ACCOUNT NUMBER

9/8/2014 SR AC 102-626289

VENICEKUSH COLLECTIVE  
HUGO MORENO OLVERA

LOS ANGELES, CA 90066

**NOTICE TO PERMITTEE:**  
You are required to obey all Federal and State laws that regulate or control your business. This permit does not allow you to do otherwise.

IS HEREBY AUTHORIZED PURSUANT TO SALES AND USE TAX LAW TO ENGAGE IN THE BUSINESS OF SELLING TANGIBLE PERSONAL PROPERTY AT THE ABOVE LOCATION. THIS PERMIT IS VALID ONLY AT THE ABOVE ADDRESS.

THIS PERMIT IS VALID UNTIL REVOKED OR CANCELED AND IS NOT TRANSFERABLE. IF YOU SELL YOUR BUSINESS OR DROP OUT OF A PARTNERSHIP, NOTIFY US OR YOU COULD BE RESPONSIBLE FOR SALES AND USE TAXES OWED BY THE NEW OPERATOR OF THE BUSINESS.

*Not valid at any other address*

**For general tax questions, please call our Customer Service Center at 1-800-400-7115 (TTY:711).  
For information on your rights, contact the Taxpayers' Rights Advocate office at 1-888-324-2798 or 1-916-324-2798.**

BOE-442-R REV. 16 (11-15)

**A MESSAGE TO OUR NEW PERMIT HOLDER**

As a seller, you have rights and responsibilities under the Sales and Use Tax Law. In order to assist you in your endeavor and to better understand the law, we offer the following sources of help:

- Visiting our website at [www.boe.ca.gov](http://www.boe.ca.gov)
- Visiting a field office
- Attending a Basic Sales and Use Tax Law class offered at one of our field offices
- Sending your questions in writing to any one of our offices
- Calling our toll-free Customer Service Center at 1-800-400-7115 (TTY:711)

As a seller, you have the right to issue resale certificates for merchandise that you intend to resell. You also have the responsibility of not misusing resale certificates. While the sales tax is imposed upon the retailer,

- You have the right to seek reimbursement of the tax from your customer
- You are responsible for filing and paying your sales and use tax returns timely
- You have the right to be treated in a fair and equitable manner by the employees of the California State Board of Equalization (BOE)
- You are responsible for following the regulations set forth by the BOE

As a seller, you are expected to maintain the normal books and records of a prudent businessperson. You are required to maintain these books and records for no less than four years, and make them available for inspection by a BOE representative when requested. You are also expected to notify us if you are buying, selling, adding a location, or discontinuing your business, adding or dropping a partner, officer, or member, or when you are moving any or all of your business locations. If it becomes necessary to surrender this permit, you should only do so by mailing it to a BOE office, or giving it to a BOE representative.

If you would like to know more about your rights as a taxpayer, or if you are unable to resolve an issue with the BOE, please contact the Taxpayers' Rights Advocate office for help by calling toll-free, 1-888-324-2798 or 1-916-324-2798. Their fax number is 1-916-323-8319.

**Please post this permit at the address for which it was issued and at a location visible to your customers.**

CALIFORNIA STATE BOARD OF EQUALIZATION  
Sales and Use Tax Department



CITY OF LOS ANGELES  
Office of Finance  
P.O. Box 53200  
Los Angeles CA 90053-0200

HUGO MORENO OLVERA  
VENICEKUSH COLLECTIVE

11421 WASHINGTON PLACE #202  
LOS ANGELES, CA 90066-5021

720 SUNSET AVENUE  
VENICE, CA 90291-2757

*January Feb Renew*

THIS CERTIFICATE MUST BE POSTED AT PLACE OF BUSINESS  
CITY OF LOS ANGELES TAX REGISTRATION CERTIFICATE  
THIS CERTIFICATE IS GOOD UNTIL SUSPENDED OR CANCELLED  
BUSINESS TAX

ISSUED: 12/07/2015

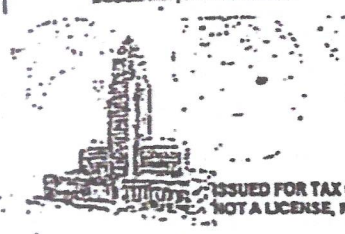
ACCOUNT NO.	FUND/CLASS	DESCRIPTION	STARTED	STATUS
0002871833-0001-7	1050	Medical Marijuana Collectives	03/14/2014	Active

HUGO MORENO OLVERA  
VENICEKUSH COLLECTIVE

11421 WASHINGTON PLACE #202  
LOS ANGELES, CA 90066-5021

720 SUNSET AVENUE  
VENICE, CA 90291-2757

"No registration certificate or permit issued under the provisions of the Business Tax ordinances of the LAMC, or the payment of any tax required under the provisions of the Business Tax ordinances of the LAMC shall be construed as authorizing the conduct or continuance of any illegal business or of a legal business in an illegal manner."



ISSUED FOR TAX COMPLIANCE PURPOSES ONLY  
NOT A LICENSE, PERMIT, OR LAND USE AUTHORIZATION

ISSUED BY:

*Octavio A. Chiriboga*  
DIRECTOR OF FINANCE

NOTIFY THE OFFICE OF FINANCE IN WRITING OF ANY CHANGE IN OWNERSHIP OR ADDRESS - Office of Finance P.O. Box 53200 Los Angeles CA 90053-0200  
IMPORTANT - READ BOTH SIDES



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Applicants and Licensees

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Record Number	Record Type	Legal Business Name	Address	Expires On	Status	Status Date	Action
<i>YEAR</i> C12-24-0000016-REN	Cannabis - Microbusiness Renewal	VENICE BILLIONAIRES			Waiting for Payment	02/12/2024	Pay Fees Due
C12-0000498-LIC	Cannabis - Microbusiness License	VENICE BILLIONAIRES	401 11TH ST E, UNIT 301, LOS ANGELES CA 90015 United States	02/29/2024	Expired	03/01/2023	Pay Fee Due for Renewal
<i>YEAR</i> C-22-0003493-OWN	Owner Submittal	VENICE BILLIONAIRES INC.- Hugo Moreno	401 11TH ST E, UNIT 301, LOS ANGELES CA 90015 United States		Completed	10/25/2022	
C12-22-0000128-APP	Cannabis - Microbusiness Application	VENICE BILLIONAIRES	401 11TH ST E, UNIT 301, LOS ANGELES CA 90015 United States		Issued	08/30/2022	
<i>YEAR</i> C-19-0006145-OWN	Owner Submittal	VENICEKUSH DISTRIBUTORS LLC-Hugo Moreno	2814 ABBOT KINNEY BLVD, VENICE CA 90291 United States		Submitted	05/06/2019	



	C-22-0003493-OWN	Owner Submittal	VENICE BILLIONAIRES INC. Hugo Moreno	301, LOS ANGELES CA 90015 United States	Completed	10/25/2022	
YEAR	2022	Cannabis - Microbusiness Application	VENICE BILLIONAIRES	401 11TH ST E, UNIT 301, LOS ANGELES CA 90015 United States	Issued	08/30/2022	
YEAR	2019	Owner Submittal	VENICEKUSH DISTRIBUTORS LLC-Hugo Moreno	2814 ABBOT KINNEY BLVD, VENICE CA 90291 United States	Submitted	05/06/2019	
page 5	C-19-0006136-OWN	Owner Submittal	VENICEKUSH DISTRIBUTORS LLC-Hugo Moreno	2814 ABBOT KINNEY BLVD, VENICE CA 90291 United States	Submitted	04/23/2019	
	C11-19-0000194-APP	Cannabis - Distributor Application	VENICEKUSH DISTRIBUTORS LLC	2814 ABBOT KINNEY BLVD, VENICE CA 90291 United States	Withdrawn	01/17/2019	
YEAR	2019	Submit Application Document	HUGO MORENO		Submitted	01/15/2019	
YEAR	2018	Cannabis - Retailer Nonstorefront Application	HUGO MORENO	3200 Grand AVE S, LOS ANGELES CA 90007 United States	Temporary Denied	02/17/2018	Amendment

**General**

[My Account](#)

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**Advance Search**

[› Applicants and Licensees](#)

**Resources**

[› Department of Consumer Affairs](#)

**Contact**

[› Email: info@cannabis.ca.gov](#)

[› Phone: \(844\) 612-2322](#)

[› Address: Department of Cannabis Control  
PO Box 419106  
Rancho Cordova, CA. 95741-9106](#)

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CITY OF LOS ANGELES DEPARTMENT OF

**CANNABIS  
REGULATION**

## LOCAL AUTHORIZATION NOTIFICATION

Applicant Name: Hugo Moreno

Business Name: Venicekush Distributors

Local Application No.: [LA-C-18-000284-APP](#)

Business Premises Address: 2814 ABBOT KINNEY BLVD, VENICE, CA 90291

Commercial Cannabis Activity Type{1}(s):

Medical Distributor

{1} Manufacturer Level 1 local authorization covers any eligible combination of the Type 6, N, P, and S commercial cannabis license activities offered by the State of California.

The Los Angeles Department of Cannabis Regulation (DCR) grants authorization to the applicant to engage in the above-referenced commercial cannabis activity type(s) at the business premises address listed above. Applicant must satisfy all conditions set by DCR before and when conducting commercial cannabis activity pursuant to this authorization.



Search...

Home Activities

Dashboard My Records My Account Submit a Modification Request Advanced Search

Manage Your Account

Your current account information is shown below. Click an Edit button to update information within a section.

Login Information

User Name: VenicekushBrand
E-mail: info@venicekush.com
Password: \*\*\*\*\*
Security Question: White car plates

Contact Information

Showing 1-1 of 1 | Download results

Table with 8 columns: Action, ACA Reference ID, First Name, Last Name, Primary Phone, E-mail, 2019 SEIA Status, 2022 SEIA Status. Row 1: Actions, 317071560, Hugo, Moreno, (310) 525-7940, info@venicekush.com, SEP Tier 1 & 2 Qualified, Verified - Arrest/Conviction





Home Activities

Dashboard **My Records** My Account Submit a Modification Request Advanced Search

Activities

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Record Number	Record Type	Business	Outstanding Balance	Status	Status Date	Action
LA-S-24-403323-ANN	Cannabis Annual Application	Venice Billionaires Inc.	\$0	Temporary Approval	05/01/2023	
LA-B-0003319493	Legal Business Entity Application	Venice Billionaires Inc	\$0	Active	02/27/2023	
LA-S-23-403323-01-01-TMP	Cannabis Business Application	Venice Billionaires Inc.	\$0	Expired License	12/12/2022	
LA-L-317071560-LOTT	P3RR2 Lottery Registration Record				10/24/2022	
LA-S-22-403323-AMD	Temporary Application	Venice Billionaires Inc.	\$0	Temp App Filed	07/27/2022	
LA-S-22-403324-01-01-PREAPP	Cannabis Business Application	Venice Billionaires Inc	\$597	Abandoned	05/14/2022	
LA-S-22-403323-01-01-TMP	Cannabis Business Application	Venice Billionaires Inc.	\$0	Expired License	05/07/2022	
LA-C-19-310436-R-APP	Cannabis Business Application			Rejected - Ineligible	09/03/2019	
LA-S-18-200284-01-01-APP	Cannabis Business Application	Venicekush Brand LLC	\$12724	Abandoned - Refile	08/07/2018	Action Required

YEAR

YEAR

YEAR

YEAR

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Phase 3 Retail Round 1 - All Application Submissions List

December 2, 2020

PHASE	RECORD NO.	LAST NAME	FIRST NAME	APPLICATION STATUS	COMMUNITY PLAN AREA	COUNCIL DISTRICT
	LA-C-19-310418-R-APP	Ohanian	Leoneh	Ineligible for Further Processing;200 Applications Already Identified		
	LA-C-19-310419-R-APP	Tovmasyan	Karen	Ineligible for Further Processing;200 Applications Already Identified		
	LA-C-19-310420-R-APP	Dodson	Mariah	Ineligible for Further Processing;200 Applications Already Identified		
	LA-C-19-310421-R-APP	Layco	Wendy	Ineligible for Further Processing;200 Applications Already Identified		
	LA-C-19-310422-R-APP	Balasanian	Avo	Ineligible for Further Processing;200 Applications Already Identified		
	LA-C-19-310423-R-APP	De La Torre	Mario	Ineligible for Further Processing;200 Applications Already Identified		
	LA-C-19-310424-R-APP	Van	Phu	Ineligible for Further Processing;200 Applications Already Identified		
	LA-C-19-310425-R-APP	Pipersburgh	Kelsey	Ineligible for Further Processing;200 Applications Already Identified		
	LA-C-19-310426-R-APP	Saakjan	Laura	Ineligible for Further Processing;200 Applications Already Identified		
	LA-C-19-310427-R-APP	Parvizi	Nina	Ineligible for Further Processing;200 Applications Already Identified		
	LA-C-19-310428-R-APP	Aldana	Miguel	Ineligible for Further Processing;200 Applications Already Identified		
	LA-C-19-310429-R-APP	Zamer-Juarez	Andrew	Ineligible for Further Processing;200 Applications Already Identified		
	LA-C-19-310430-R-APP	Hill-Negrete	Randall	Ineligible for Further Processing;200 Applications Already Identified		
	LA-C-19-310431-R-APP	Henderson	Alvin	Ineligible for Further Processing;200 Applications Already Identified		
	LA-C-19-310432-R-APP	Minaya	Steven	Ineligible for Further Processing;200 Applications Already Identified		
	LA-C-19-310433-R-APP	Olmos	Elvira	Ineligible for Further Processing;200 Applications Already Identified		
	LA-C-19-310434-R-APP	Kumar	Michael	Ineligible for Further Processing;200 Applications Already Identified		
	LA-C-19-310435-R-APP	Lamb	Crystal	Ineligible for Further Processing;200 Applications Already Identified		
	LA-C-19-310436-R-APP	Moreno	Hugo	Ineligible for Further Processing;200 Applications Already Identified		
	LA-C-19-310437-R-APP	Dupree	Sharon	Ineligible for Further Processing;200 Applications Already Identified		
	LA-C-19-310438-R-APP	Aldana	Miguel	Ineligible for Further Processing;200 Applications Already Identified		
	LA-C-19-310440-R-APP	Macias	Jimmy	Ineligible for Further Processing;200 Applications Already Identified		
	LA-C-19-310441-R-APP	Smith	Thorne	Ineligible for Further Processing;200 Applications Already Identified		
	LA-C-19-310442-R-APP	BAKCHADJIAN	HOVHANNES	Ineligible for Further Processing;200 Applications Already Identified		
	LA-C-19-310443-R-APP	Machado	Luis	Ineligible for Further Processing;200 Applications Already Identified		
	LA-C-19-310444-R-APP	Appeals	DCR	DCR Test Application		
	LA-C-19-310445-R-APP	Bernal	Robert	Ineligible for Further Processing;200 Applications Already Identified		
	LA-C-19-310446-R-APP	Doherty	Jill	Ineligible for Further Processing;200 Applications Already Identified		
	LA-C-19-310447-R-APP	Mikami	Craig	Ineligible for Further Processing;200 Applications Already Identified		
	LA-C-19-310448-R-APP	Bagratyan	Gor	Ineligible for Further Processing;200 Applications Already Identified		
	LA-C-19-310449-R-APP	Escobar	Edgar	Ineligible for Further Processing;200 Applications Already Identified		
	LA-C-19-310450-R-APP	Tauveve	Alexander	Ineligible for Further Processing;200 Applications Already Identified		

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WICONDITBI



# City of Desert Hot Springs

65950 Pierson Blvd. • Desert Hot Springs, CA 92240  
Telephone (760) 329-6411 www.cityofdhs.org

## Temporary Cannabis Regulatory Permit - 2018-00000132

ISSUED DATE: 4/19/2018

ISSUE TO NAME: Venice Kush – POD 53-01  
MAILING ADDRESS: 11421 Washington Blvd #202  
CITY, STATE, ZIP: Los Angeles, CA, 90066

PROPERTY OWNER: Coachillin Holdings, LLC  
PRIMARY OWNER ADDRESS: 71713 HWY 111, Suite 100  
Rancho Mirage, CA 92270  
Indio, CA 92201

SERVICE ADDRESS: POD 53-01  
64175 Coachillin Way  
Desert Hot Springs, CA 92240  
("Camp Delta")

PARCEL NUMBER TITLE: 666-340-004 & 666-340-006

PERMIT STATUS: Permit Issued

PERMIT EXPIRATION: 4/17/2019

PERMIT DESCRIPTION: TCRP - Temporary Cannabis Regulatory Permit

PERMITTED USES: Cultivation and Manufacturing

PERMITTED OCCUPANTS: Calson Farms  
Clone Creations  
Arcturian, INC  
Venice Kush

COMMENTS: **Related Applications: Conditional Use Permit 17-17 (CUP 17-17)**

### Permit Charge Detail

Permit Type	Permit Description	Permit Number	Charge Description	Charge	Paid
TCRP	Temporary Cannabis Regulatory Permit	2018-00000132	Temporary Cannabis Regulatory Permit	\$5,935.00	\$5,935.00
TOTALS:				\$5,935.00	\$5,935.00

# United States of America

United States Patent and Trademark Office

# Venicekush

**Reg. No. 6,430,744**

**Registered Jul. 27, 2021**

**Int. Cl.: 25**

**Trademark**

**Principal Register**

Moreno Olvera, Hugo (UNITED STATES INDIVIDUAL)

#202

11421 W. Washington Blvd  
Los Angeles, CALIFORNIA 90066

CLASS 25: Clothing, namely, hats, shirts, socks, jackets, sweaters, and gloves

FIRST USE 9-15-2010; IN COMMERCE 9-15-2010

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 87-172,475, FILED 09-15-2016



*Diana Handfield*

Performing the Functions and Duties of the  
Under Secretary of Commerce for Intellectual Property and  
Director of the United States Patent and Trademark Office





# United States of America

United States Patent and Trademark Office

## Venice Ganja

**Reg. No. 6,072,246**

**Registered Jun. 09, 2020**

**Int. Cl.: 25**

**Trademark**

**Principal Register**

The Trustees of the Venice Kush Business Trust, a Mexico Business Trust, the trustees comprising Moreno, Hugo, a U.S. citizen (MEXICO TRUST), DBA Venice Kush Brand  
2554 Lincoln Blvd #412  
Venice, CALIFORNIA 90291

The Trustees of the Jason Macarthur Abraham Trust, a Morocco Business Trust, the trustees comprising Abraham El, Jason, M., a U.S. citizen (MOROCCO TRUST)  
4001 Inglewood Ave Bldg 101 Ofc 328  
Redondo Beach, CALIFORNIA 90278

CLASS 25: Shirts

FIRST USE 12-16-2016; IN COMMERCE 12-16-2016

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

No claim is made to the exclusive right to use the following apart from the mark as shown:  
"VENICE"

SER. NO. 88-118,190, FILED 09-14-2018



*Andrei Iancu*

Director of the United States  
Patent and Trademark Office



For assistance with TSDR, email [teas@uspto.gov](mailto:teas@uspto.gov) and include your serial number, the document you are looking for, and a screenshot of any error messages you have received.

**Notice:** TSDR is currently unable to display information for international reference numbers and international registration numbers. We are working to correct this error and we apologize for any inconvenience it causes.

STATUS

DOCUMENTS

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**Mark:** VENICE BOYS

# Venice Boys

**US Serial Number:** 90834557

**Application Filing Date:** Jul. 17, 2021

**Filed as TEAS Plus:** Yes

**Currently TEAS Plus:** Yes

**Register:** Principal

**Mark Type:** Trademark

**TM5 Common Status**

**Descriptor:**



LIVE/APPLICATION/Under Examination

The trademark application has been accepted by the Office (subject to the minimum filing requirements) and that this application has been accepted by the examiner.

**Status:** A final Office action refusing registration has been sent (issued) because the applicant neither satisfied the requirements of 37 CFR 2.101(b) and/or refusals previously raised. The applicant may respond by filing (1) a request for reconsideration; (2) a request for a Trademark Trial and Appeal Board. To view all documents in this file, click on the Trademark Document page.

**Status Date:** Feb. 17, 2024

## Mark Information

## Related Properties Information

## Goods and Services

## Basis Information (Case Level)

## Current Owner(s) Information

## Attorney/Correspondence Information





- Board of Directors**  
 Pernille Spiers-Lopez, Chair  
 Beatriz Acevedo  
 Joe Argilagos  
 Sean Arian  
 Fr. Gregory Boyle, SJ  
 James A. Burk  
 Cecilia Cabello  
 Rosa Campos-Ibarra  
 Alex Chaves, Sr.  
 John Cusenza  
 Troy Dawson  
 Fr. Allan Deck, SJ  
 Renee Delphin-Rodriguez  
 Jane Fonda  
 Oscar Gonzalez  
 Zac Guevara  
 J. Michael Hennigan  
 David Herbst  
 Bruce Karatz  
 Christine Lynch  
 Mercedes Martinez  
 O'Malley Miller  
 John Raatz  
 Wayne Ratkovich  
 Viktor Rzeteljski  
 Lupita Sanchez Cornejo  
 Rob Smith III  
 Alan Smolinisky  
 Elizabeth Stephenson  
 Carlos Vasquez  
 Chris Weitz

January 6, 2021

To whom it may concern:

I write for the purpose of strongly recommending that HUGO MORENO receive his cannabis license to operate in Venice as the "Venice Kush Collective."

I write as Founder and Executive Director of Homeboy Industries, the largest gang intervention, rehab and re-entry program on the planet. We assist 15,000 folks a year to reimagine their lives and futures. It is with ease then, that I recommend Hugo to receive this license. He is a social equity applicant and was born and raised in the Venice area. I can attest, as well, that Hugo has been out freed since 2008 and like the population we serve at Homeboy, is worthy and deserving of a second chance.

It is for this reason that I ask you to make it possible that Hugo obtain this license to continue his business enterprise in the Venice area.

I am deeply grateful that you will consider my letter as you deliberate his request.

Sincerely,

Fr. Gregory Boyle, S.J.  
 Founder  
 Homeboy Industries

Hope has an address



P.O. BOX 2  
Venice, CA 90294  
424-645-7358

12/20/2020

To whom it may concern,

The Free Venice Beachhead Collective strongly supports Hugo Moreno in his establishment of the Venice Kush Collective in Venice. We acknowledge the need for more Brown and Black businesses in Venice, and we wholly endorse Mr. Moreno's endeavor.

In solidarity,

The Beachhead Collective  
[free@venicebeachhead.org](mailto:free@venicebeachhead.org)

424-645-7358



**November 28,2022**

**To Whom It May Concern,**

**I highly recommend Hugo Moreno to be considered for a Cannabis License.**

**I have known Hugo Moreno for over 10 years through his involvement and volunteer work in the Venice Community. Hugo has shown his leadership skills by volunteering for the Historical Venice Cinco De Mayo Parade.**

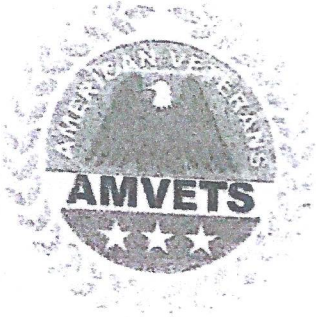
**Hugo grew up in Venice and has been in the cannabis industry since 2003. He is the only social equity applicant in the Venice area and deserves the opportunity to obtain a cannabis license.**

**Hugo is an honest and compassionate individual. I can always rely on Hugo to help out in all our events. Hugo repeatedly demonstrates a cheerful enthusiasm and willingness to serve the community.**

**If you have any further questions, I can be reached at 509-833-8187. Thank you.**

**Sincerely,**

**Laura Ceballos  
Venice Community Organizer  
509-833-8187  
Lceballos70@gmail.com**



To whom it may Concern,

January 11, 2021

We the Members of American Veterans Post 2 "AMVETS" Support the Venicekush Collective.

We American Veterans of WWII, Korea, Vietnam and thereafter, with this with this Letter support the Venicekusk Collective.

Sincerely,

Rav Delgado, Post 2 Commander American Veterans Depart. Of CA.

310-462-3654

Email: delgdo7.engr@gmail.com



## LETTER OF SUPPORT

To Whom It May Concern,

As a community member in the city of Los Angeles, CA, I would like to support for the opening of Venice Kush Collective in Venice. Hugo Moreno is a verified social equity applicant and should be provided the ability to operate.

Best,

James Doherty

Tuesday, December 22, 2020

Letter of Support for VeniceKush Collective

I am writing this letter of Support for the Social Equity applicant Hugo Moreno and his VeniceKush Cannabis business named VeniceKush Collective. As an activist in the movement to decriminalize Marijuana since the 1970 via the National Organization for Reform of Marijuana Laws (NORML), and part of the team that led to the first laws in California to decriminalize in 1976, it is crucial to guarantee the equity inclusion of the people who are still primarily victimized by draconian, racist laws that are still on the books in too many states.

Hugo Moreno has grown up in the community I lived in for 50 years, and has been a faithful Venetian. He has been diligent in growing his company and has my full support in obtaining a Cannabis collective in the Venice Neighborhood. If there are any questions please feel free to contact me.

Sincerely,

*Linda Lucks*

---

Linda Lucks  
Lindalucks@gmail.co  
13100 Maxella Avenue

Marina del Rey, CA

#S4

90292



January 4, 2021

To Whom it May Concern:

It is my pleasure to recommend Hugo Moreno as a candidate for a social equity storefront cannabis license.

I have known Hugo for over five years in both professional and personal capacities. My experiences with Hugo have been positive. Hugo is a committed family man, deeply involved in his community, a dedicated father and reliable friend.

Professionally, I find Hugo to be an excellent communicator, well organized, diligent, honest, industrious and in possession of solid business skills. Additionally, he is highly intelligent, creative and has good analytical acumen.

Hugo was born and raised in Venice and is highly invested in the community as an active participant in many community activities.

In my opinion, Hugo is an upstanding individual and would make an excellent proprietor of a cannabis retail operation in Venice, therefore Hugo and has my highest recommendation.

If you have any further questions regarding our relationship or his qualifications, please do not hesitate to contact me.

Sincerely,



Miles Anderson  
Partner  
Miles Anderson Group  
15385 Nantes Circle  
Irvine, CA 92604  
(949) 300-4468  
mandersongroup@gmail.com

Ted Schwab  
7525 Earldom Avenue  
Los Angeles, CA 90293  
~~402.618.8154~~

January 4, 2021

To Whom It May Concern,

I am writing in support of Hugo Moreno and his request for permission to open a cannabis retail store in Venice. I am a long-term resident of the City of Los Angeles, a property owner and a business owner. I have known Mr. Moreno for almost 15 years and know him to be an upstanding citizen of Los Angeles. Mr. Moreno is a lifetime resident of Los Angeles and is a fine husband, caring father and good community member.

He has been following the cannabis industry's path to legalization for years. He was an early advocate and has studied the laws and regulations. He knows the regulations and is willing to follow them in both letter and spirit.

Mr. Moreno is seeking permission to open a cannabis retail store in Venice under the auspices of the Social Equity program. And I fully support that. Mr. Moreno and I were partners trying to open a cannabis business in South LA a few years back. While our endeavor was unsuccessful, we did have our lawyers begin the process of seeking State of California and City of Los Angeles and County of Los Angeles approval. It was Mr. Moreno who led our research and compliance efforts as well the creative mind behind the business. He always went the extra mile to make sure our business was going to be compliant, profitable and a good member of the community.

Again, I fully support his efforts to open a cannabis retail store in Venice.

Sincerely,



Ted Schwab



## Support Letter

From: cwilli7269@aol.com

To: venicekush@yahoo.com

Cc: Iceballos70@gmail.com; venicelydia@gmail.com

Date: Sunday, December 13, 2020, 04:21 PM PST

December 14, 2020

To Whom It May Concern;

I write this letter for a "Native Venetian" Hugo Moreno born and raised in Venice Ca 90291. He is an upstanding individual that this great Venice Community reared with LOVE and great COMPASSION. He attended Saint Marks, Catholic School until placement in the 6th grade. Hugo Moreno changed his life and practices and educated himself while away. Hugo Moreno is a native that has pulled himself up by his bootstraps and he has turned his entire life around.

I support Hugo Moreno because he has done what is hard to do in the Latino and Black community he has made himself a great asset to Venice his community. Hugo has become an entrepreneur and Mr. Moreno is wanting to grow his business, to expand himself, and assist his Venice community, hiring locals and giving back to the very community that he was born and raised in. This is definitely a venture Mr. Moreno could do with ease because he knows the Venice Community that he grew up in, and Hugo Moreno knows how to go about reaching out to the youth and young people who need that attention in life to reach their attainable goals in life.

Hugo Moreno a Native Venetian who should be allotted every opportunity to grow his company that is already established, Venice Kush 2854 Abbot Kinney Blvd Venice CA 90291. Hugo Moreno has the "social equity" that should be respected and be given the opportunity to expand his business in the Venice Community.

Please give this native Venetian the respect that he deserves in making our beloved Venice a greater business community.

Thank you  
Laddie Williams Venice Activist-310-908-7174cell

Longtime Venice resident-5th generation  
Lover of all who Loves Venice especially those homegrown.



Re: Hugo Moreno

To Whom It May Concern

HUGO MORENO HAS BEEN IN OUR EMPLOY ON AN AS NEEDED BASIS FOR OVER A YEAR AND A HALF. ON THE DAY THAT MR MORENO WAS DETAINED HE WAS EMPLOYED BY MYSELF AND WORKING AT ONE OF MY PROPERTIES AS 713-72/ VENICE BL. I WAS INTRODUCED TO MR. MORENO BY STAN MUNAMMAD OF VENICE 2000 H.E.L.P.E.R. FOUNDATION. MR. MORENO IS A SUBSTANTIAL ASSET TO OUR COMPANY.

RESPECTFULLY





VERA DAVIS MCCLENDON YOUTH & FAMILY CENTER  
HUMAN SERVICES & FAMILY DEVELOPMENT DIVISION  
COMMUNITY DEVELOPMENT DEPARTMENT

ON YOUTH & FAMILY CENTER

EDUARDO "EDDIE" NUÑO  
PROJECT COORDINATOR

610 CALIFORNIA AVENUE  
VENICE, CA 90291

TEL: (310) 305-1865  
FAX: (310) 305-0146  
E-mail: Eddie.Nuno@lacity.org

September 29, 2010

To Whom It May Concern:

Hugo Olvera Moreno volunteered for two years at The Vera Davis McClendon Youth & Family Center during at which time he proved himself a reliable and trustworthy individual who never missed a shift.

Mr. Moreno helped distribute food to the needy from our pantry and also possesses excellent communication skills and a genuine concern for others. He is an active member in our society, leading, joining and volunteering in non-profit organizations in the community that assist not only the senior groups but also the youth. He is avid in his assistance with neighborhood clean up such as graffiti removal. In addition, Hugo is a quick learner and is sincerely motivated in and improving upon his interpersonal skills.

Finally, we have found his community services to be an asset to those that interact with him and hope that this letter will serve to show that regardless to whatever his mistakes may have been in his past, he seems to be learning from them and has chosen to become a productive citizen.

Should you have any questions please call me at (310) 305-1865. Thank you

Sincerely,

Eduardo Nuno (Project Coordinator)





**Venice 2000 H.E.L.P.E.R. FOUNDATION**

October 3, 2010

TO: Honorary Judge

RE: HUGO MORENO

Dear Your Honor,

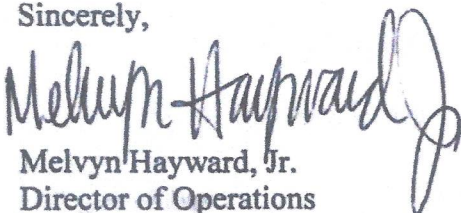
We are writing to you for Mr. Hugo Moreno. Our agency, Venice 2000 H.E.L.P.E.R. FOUNDATION, is a non-profit organization that gives support and encouragement to our communities' youth. We also provide services to individuals in the areas of economic self sufficiency and success in education, including instruction and training in business development and administration as well as help in achieving employment. Our staff has provided prevention and intervention services for over ten years.


Hugo Moreno has been an asset to V2K H.E.L.P.E.R. FOUNDATION by servicing the youth and guiding them to realize that they can make the transition from negative to positive alternatives. Whether he helps as a volunteer and or a staff member, when we can employ him on a contract, he has seamlessly worked to support the youth. His Gang Intervention services have been useful in helping at risk youth overcome the barriers to juvenile delinquency and gang malfeasance. Mr. Moreno was also enrolled at Cal State L.A. to further train him for Gang Intervention Work.

We appreciate the work that Mr. Moreno did while he was with us during July 2008 to July 2009 and would welcome his services at any time. He is very well liked among the staff and has a very good disposition. He also was respected by the youth whom he helped, and at the Vera Davis Center, where the Venice location of HELPER is located.

We appreciate that you accept our letter to you for Mr. Moreno and appreciate your kind consideration to help him.

Sincerely,

  
Melvyn Hayward, Jr.  
Director of Operations

  
Stan Muhammad  
Executive Director

ADMINISTRATIVE OFFICE  
9100 S. Sepulveda Blvd. Suite 200  
Los Angeles, CA 90045-4832  
310-665-9730 ~ 310-665-9728 fax

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**Office of Mayor Antonio R. Villaraigosa  
Gang Reduction and Youth Development  
Meeting with L.A. Bridges I and II Agencies  
Date: August 26, 2008  
Time: 3pm – 5pm  
Location: Mayor's Press Conference Room**

**Agenda**

- I. Welcome and Introductions
- II. Opening Remarks from Rev. Jeff Carr, Director  
Office of Gang Reduction and Youth Development
- III. Fiscal Reporting Requirements (Charles De Cuir, Finance Director)
  - A. Single Audit
  - B. Monthly Reports
  - C. Cash Request Processing
- IV. Program Reports (Sergio Samayoa, Deputy Director)
  - A. Inventory
  - B. Youth Transition
  - C. Closing Activities
  - D. Monthly Reports
  - E. ISIS Data Entry
- V. Question and Answer



# VENICE 2000/H.E.L.P.E.R. ALLIANCE

## **INNER OFFICE MEMO – LA Bridges I and II Agencies**

**TO:** Melvyn Hayward, Jr.  
Stan Muhammad  
Jeff Harmon  
Cleo Calloway  
Dennis Givens  
George Avalos  
Paul Jamar  
Clinton Noble  
Wanda Cooley  
Claudia Bracho  
Robert Hayes  
Hugo Moreno  
Richard Rogers  
Kenny Smith

### **Mandatory Gang Intervention Workers Meeting**

Office of the Mayor – Antonio Villaigarosa  
Gang Reduction and Youth Development

**Date:** August 26, 2008  
**Time:** 3pm – 5pm  
**Where:** City Hall  
**Room:** Mayor's Press Conference Room



**William S. Eidelman, M.D.**

1654 N Cahuenga Blvd  
Los Angeles CA 90028  
(323) 463-3295 / 463-3740 fax

6-10

Mar 24, 2008

Compassionate Use Act of 1996  
Health and Safety Code 11362.5  
Physician's Statement

Patient: Hugo Moreno

To Whom It May Concern:

Hugo Moreno is under my medical care. He reports to me that marijuana relieves his medical symptoms. I recommend/approve of my patient's use of marijuana pursuant to Health and Safety Code Section 11362.5, otherwise known as the Compassionate Use Act.

If Mr. Moreno chooses to use cannabis/marijuana therapeutically, I will monitor his condition and provide advice on his progress.

Thank you.

Sincerely,

William S. Eidelman, M.D.  
California License G32011

GENADM G420	05	ADULT
SECTION/ISLE		ADMISSION
GENERAL ADMISSION		75.00
1ST ANNUAL No	0044	
<b>DOESHA CUP 2004</b>		
LOS ANGELES, CALIFORNIA		
SAT. DEC. 11TH 2004 5PM-2AM		

Verify 24/7 at [m2s2.org](http://m2s2.org)



REC'D. WEST DISTRICT  
MAR 15 2000

ORIGINAL FILED  
MAR 17 2000  
SUPERIOR COURT

1 JAMES K. HAHN, City Attorney  
2 Martin Vranicar, Assistant City Attorney (89706)  
3 Allan A. Nadir, Deputy City Attorney (59786)  
4 222 South Hill Street, Suite 600  
5 Los Angeles, California 90012  
6 Telephone: (213) 485-0798

Attorneys for Plaintiff, People of the State of California

8 SUPERIOR COURT OF THE STATE OF CALIFORNIA  
9 FOR THE COUNTY OF LOS ANGELES

10 PEOPLE OF THE STATE OF CALIFORNIA,

11 Plaintiff,  
12 vs.

13 VENICE 13 GANG, an unincorporated association;  
14 SALVADOR (JESSE) AGUAYO (aka "Rebel");  
15 RAFAEL AGUAYO (aka "Grande"); ROBERT  
16 ALVAREZ, JR. (aka "Lil Guppy"); ROBIN  
17 BARRENO (aka "Cyclone"); LUIS BAUTISTA  
18 (aka "Monster"); PAUL BAUTISTA (aka "Lil  
19 Trippy"); RUDOLFO CASTILLO (aka "Lil  
20 Monster"); GERARDO ESPINOZA (aka  
21 "Mugsy"); GILBERT GARCIA (aka "Big Gil");  
22 JOSE RAMIREZ GARCIA (aka "Chango");  
23 LOUIE MARIO GARCIA (aka "Lil Louie");  
24 OSWALDO (OSWALD) GARCIA (aka "Ozzie");  
25 JUAN HEREDIA (aka "Buffy"); ARTURO  
26 HERRERA (aka "Art"); STEVEN HERRERA (aka  
27 "Gordo"); JOSE JACQUEZ (aka "Nutty"); JAIME  
28 JAUREGUI (aka "Fat Boy"); JOSE ANTONIO  
(TONY) JAUREGUI; VALENTIN LIMON (aka  
"Lil Midget"); BYRON LOPEZ (aka "Bishop");  
JACOB MARQUEZ (aka "Trooper"); MICHAEL  
MARQUEZ (aka "Puppet"); RICHARD MICHAEL  
MEJIA (aka "Slim"); HUGO MORENO (aka  
"HUGH"); RICARDO MYERS (aka "Fester");  
MICHAEL ROBLES (aka "Flaco") LUCIO  
SUAREZ (aka "Diablo"); ANDREW URBINA (aka  
"Sweet Pea"); ANGEL VASQUEZ (aka "Lil  
Smiley"); IVAN VASQUEZ (aka "Woody"); all as  
individuals; and DOES 1 through 200, Inclusive,

Defendants.

CASE NO. SC060375

~~PROPOSED~~  
ORDER GRANTING  
PRELIMINARY  
INJUNCTION

REVISED

DATE: March 17, 2000  
TIME: 10:00 a.m.  
DEPT: WE "J"

TRIAL DATE: Not Set  
CASE FILED: February 4, 2000





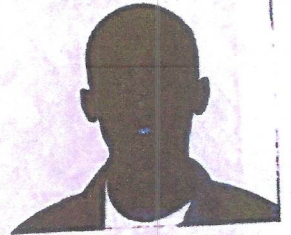
Jaime Jauregui  
(Fat Boy)



Jose Antonio Jauregui  
(Tony)



Byron Lopez  
(Bishop)



Jacob Marquez  
(Trooper)



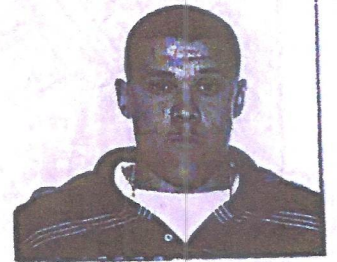
Michael Marquez  
(Puppet)



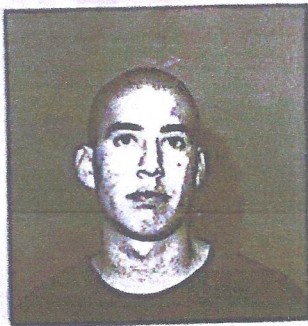
Richard Michael Mejia  
(Slim)



Hugo Moreno  
(Hugh)



Ricardo Myers  
(Fester)



Michael Robles  
(Flaco)



Lucio Suarez  
(Diablo)



Andrew Urbina  
(Sweet Pea)



Angel Vasquez  
(Lil Smiley)



Ivan Vasquez  
(Woody)



Valentin Limon  
(Lil Midget)





Hugo Moreno <info@veniceboys.com>

**Venice Boys**

**Kashandra Hall** <Kashandra.Hall@hacla.org>  
To: Hugo Moreno <info@veniceboys.com>

Sat, Mar 2, 2024 at 9:53 AM

City of LA approved your request, documentation now has to be reviewed by HACLA' finance team.



**Ka'Shandra Hall** | Senior Community Case Manager

e: [kashandra.hall@hacla.org](mailto:kashandra.hall@hacla.org)

p: 323-249-7751 f: 323-249-7754

c: 213-544-8512

**Housing Authority of the City of Los Angeles**  
**Strategic Initiatives Department – Workforce Development Unit**  
**HACLA Watts Los Angeles WorkSource Center**  
[2224 E. 114<sup>th</sup> St.](#)  
Los Angeles, CA 90059  
w: [hacla.org](http://hacla.org)

**From:** Hugo Moreno <info@veniceboys.com>  
**Sent:** Tuesday, February 20, 2024 11:18 AM  
**To:** Kashandra Hall <kashandra.hall@hacla.org>  
**Subject:** Re: Venice Boys

[Quoted text hidden]

# Retail Storefront and Cultivation Licenses by Community Plan Area

Note: Click on the tab links at the bottom of the table to switch between the Retail Storefront and Cultivation tables.

Retail Storefront and Cultivation Licenses by Community Plan Area

COMMUNITY PLAN AREA	2021 ACS POPULATION BY CPA	BASE RETAIL STOREFRONT LICENSE CAPACITY BASED ON POPULATION	RECORDS THAT SHALL BE EXEMPTED FROM THE CALCULATION OF UNDUE CONCENTRATION LAMC 104.06.1(b)(7)	LICENSES ISSUED	AVAILABLE LICENSES UNTIL UNDUE CONCENTRATION (UC) MET	PENDING APPLICATIONS	PCN LICENSES ISSUED	PENDING PCN APPLICATIONS
Hollywood	190,419	20	8	22	6	4	0	0
Mission Hills - Panorama City - North Hills	149,223	15	4	7	12	0	0	0
North Hollywood - Valley Village	136,485	14	7	13	8	4	0	0
Northeast Los Angeles	237,284	24	10	13	21	13	0	0
Northridge	65,816	7	1	4	4	1	0	0
Palms - Mar Vista - Del Rey	110,221	12	2	5	9	1	0	0
Reseda - West Van Nuys	112,530	12	5	10	7	1	0	0
San Pedro	80,906	9	3	3	9	3	0	0
Studio City - Toluca Lake - Cahuenga Pass	83,797	9	0	12	UC MET	0	0	0
Silver Lake - Echo Park - Elysian Valley	67,387	7	4	5	6	6	0	0
South Los Angeles	288,678	29	11	11	29	5	0	0
Southeast Los Angeles	296,691	30	12	13	29	12	0	0
Sun Valley - La Tuna Canyon	86,299	9	0	11	UC MET	0	1	1
Van Nuys - Shadow Hills - East La Tuna Canyon	58,775	6	3	4	5	0	0	0
Sylmar	80,155	9	1	6	4	3	0	0
Van Nuys - North Sherman Oaks	162,674	17	5	12	10	1	0	0
Venice	34,170	4	0	8	UC MET	0	0	0
West Adams - Baldwin Hills - Leimert	170,412	18	9	16	11	9	0	0
West Los Angeles	75,737	8	3	7	4	6	0	0
Westchester - Playa del Rey	64,448	7	0	6	1	1	0	0
Westlake	116,072	12	1	2	11	1	0	0
Westwood	53,848	6	0	4	2	0	0	0
Wilmington - Harbor City	82,170	9	4	5	8	1	0	0
Wilshire	270,989	28	9	21	16	6	0	0
<b>Citywide Total</b>	<b>3,901,346</b>	<b>408</b>	<b>119</b>	<b>277</b>	<b>263</b>	<b>94</b>	<b>2</b>	<b>3</b>

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